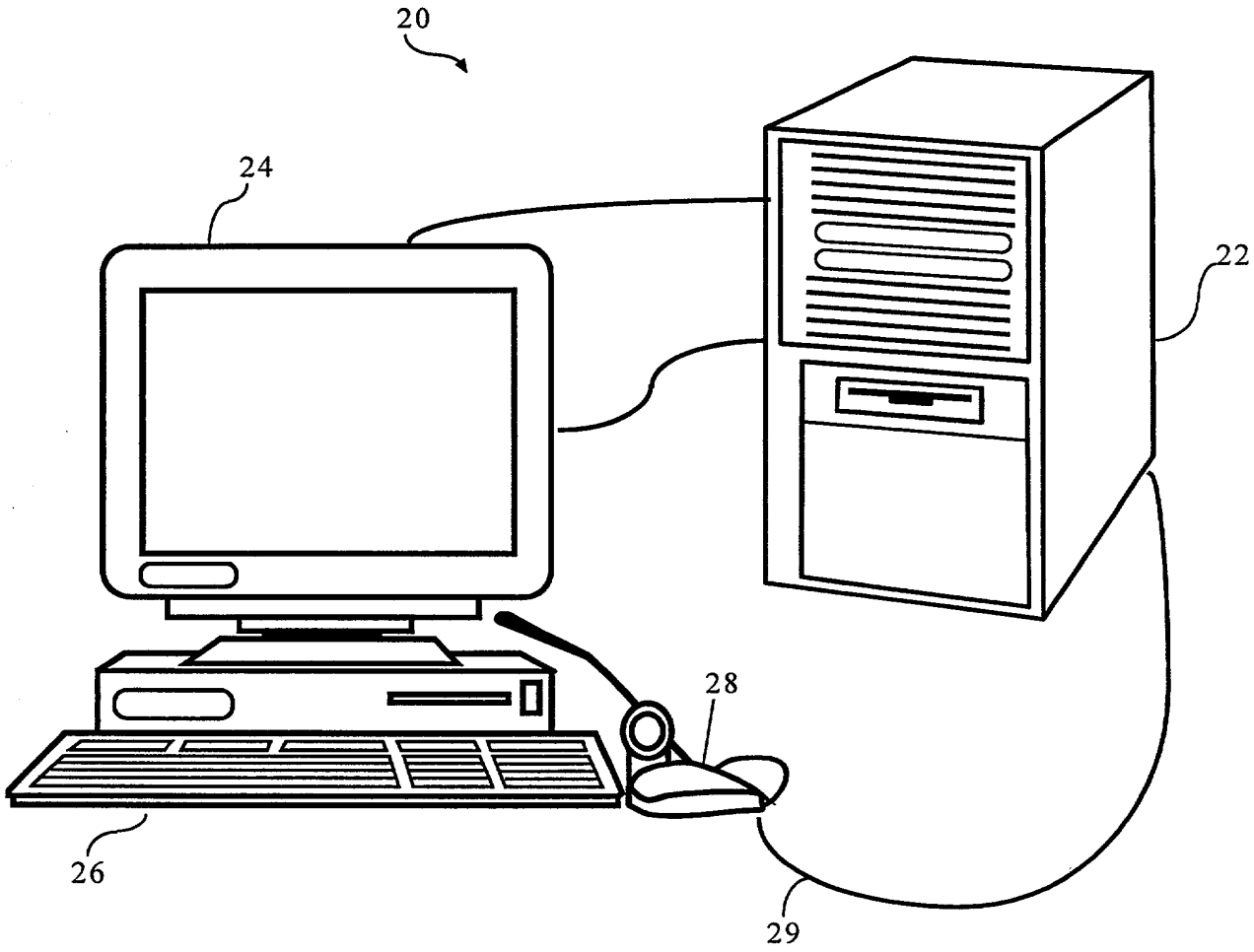

FIG. 1

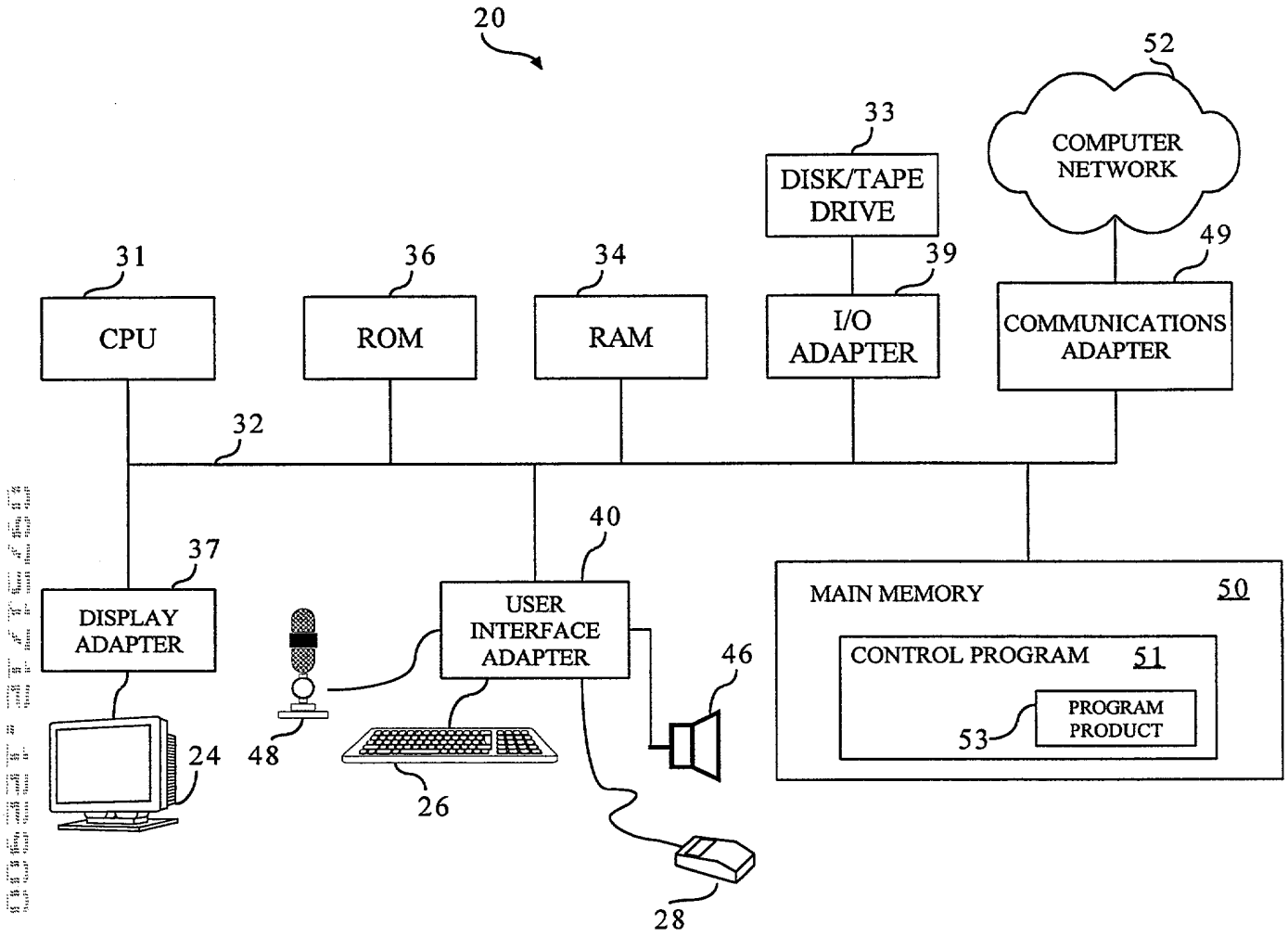
20
52
COMPUTER NETWORK
33
DISK/TAPE DRIVE
31
CPU
36
ROM
34
RAM
39
I/O ADAPTER
49
COMMUNICATIONS ADAPTER
32
40
37
DISPLAY ADAPTER
USER INTERFACE ADAPTER
MAIN MEMORY
50
CONTROL PROGRAM
51
PROGRAM PRODUCT
53
46
24
48
26
28

FIG. 2

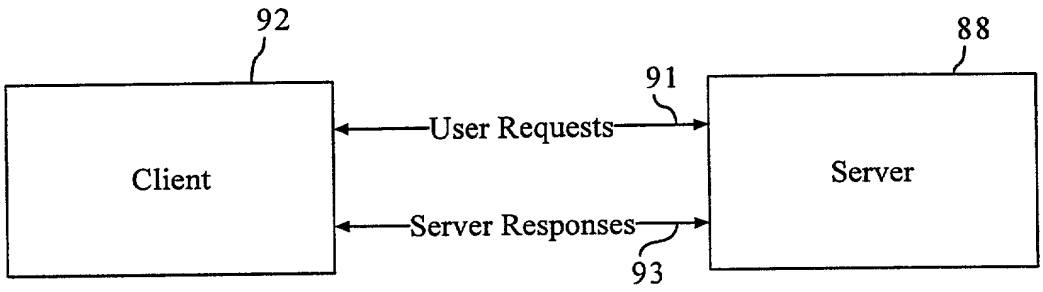
92
88
91
Client
User Requests
Server
Server Responses
93

FIG. 3

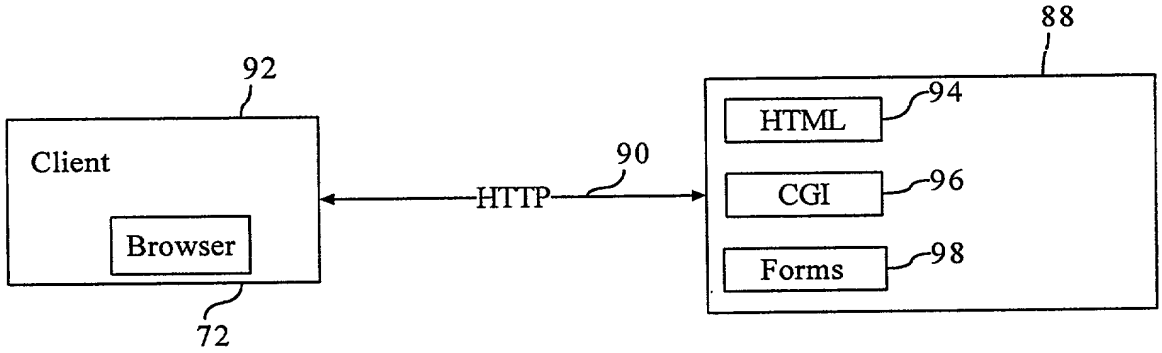
88
92
94
HTML
Client
90
CGI
96
HTTP
Browser
Forms
98
72

FIG. 4

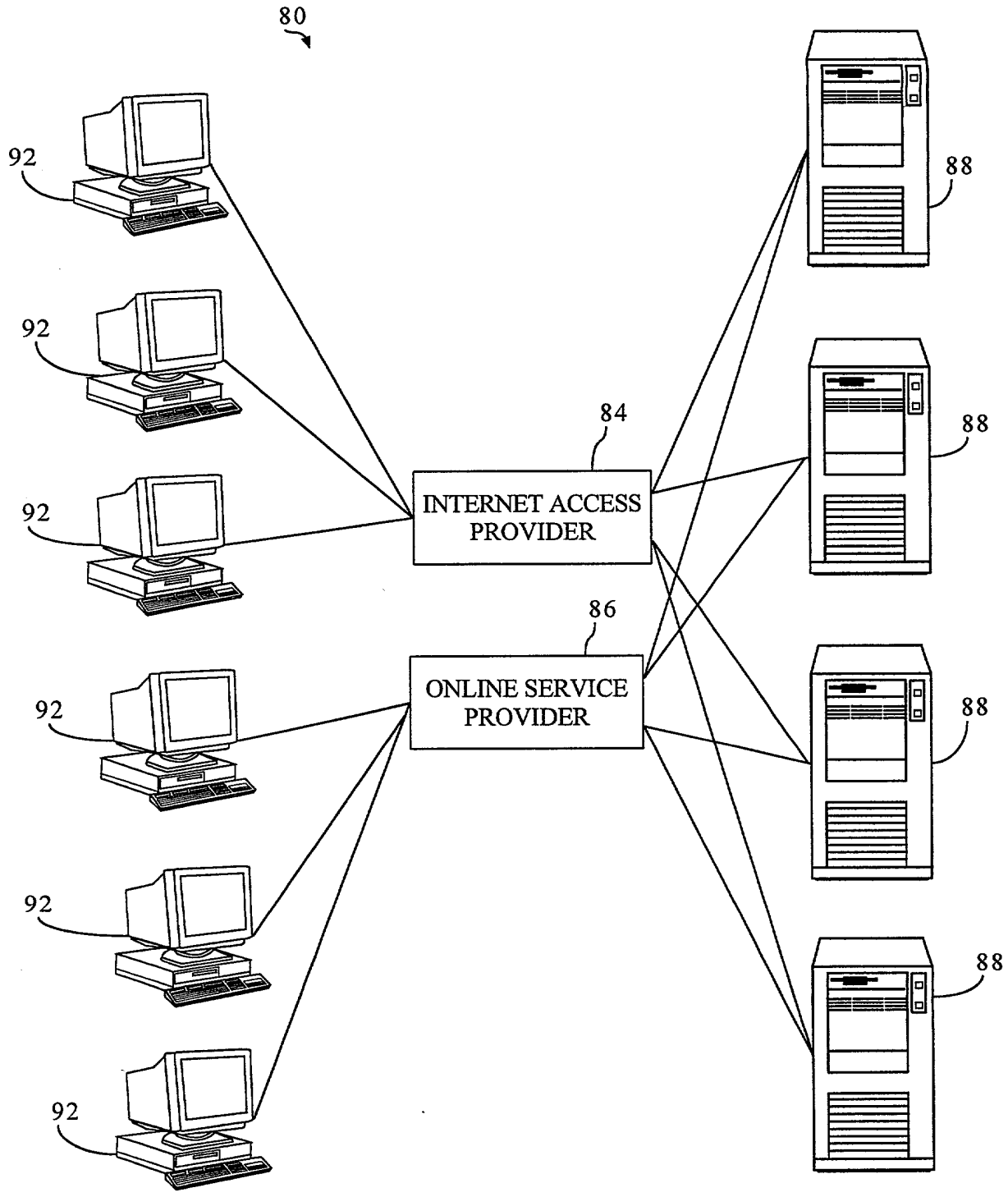
80
92
92
92
92
92
92
INTERNET ACCESS PROVIDER
84
ONLINE SERVICE PROVIDER
86
88
88
88
88

FIG. 5

Pre-Qualifying Templates

Schematic

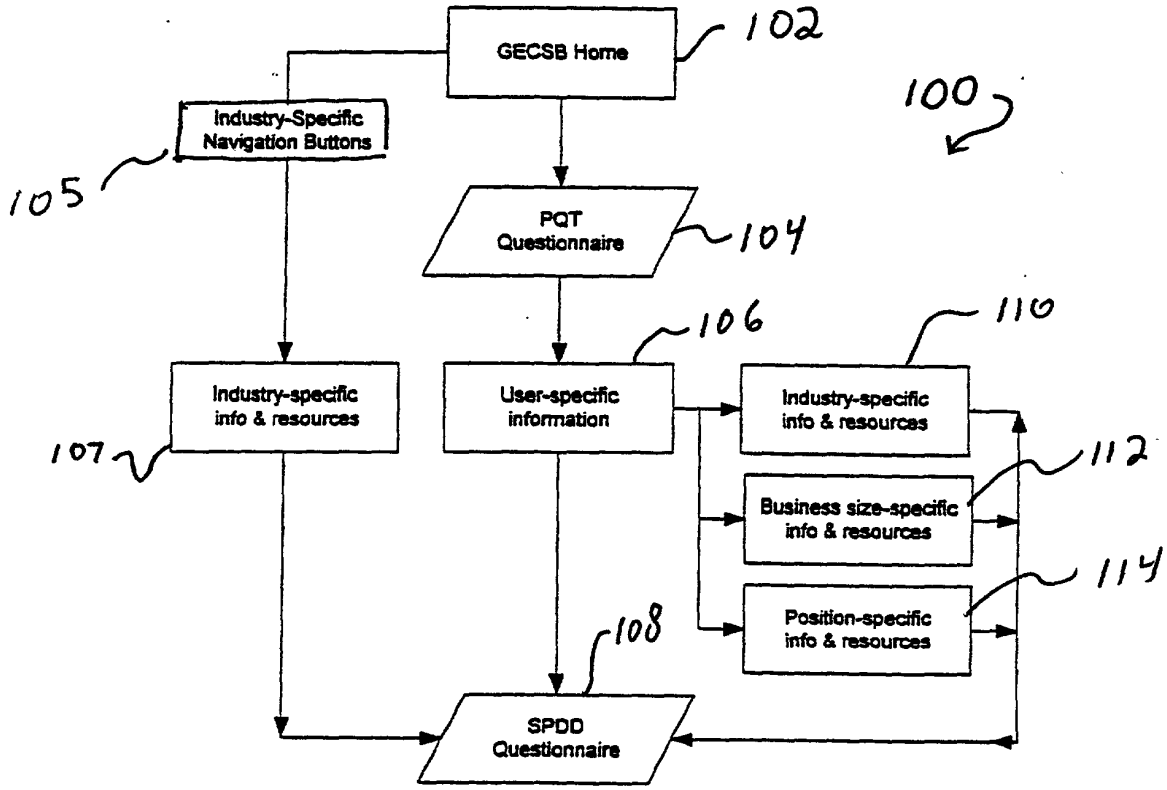

FIG. 6

Sales Process Drill-Down

Schematic

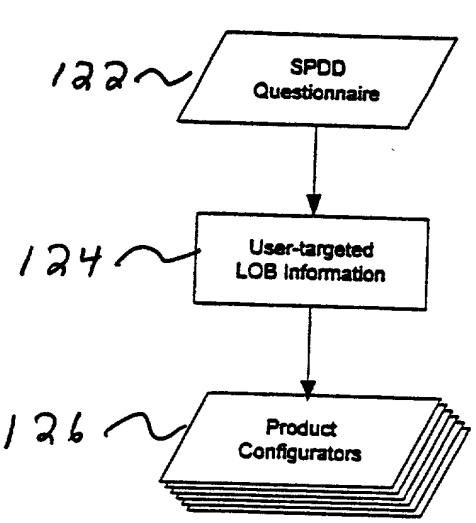

FIG. 7

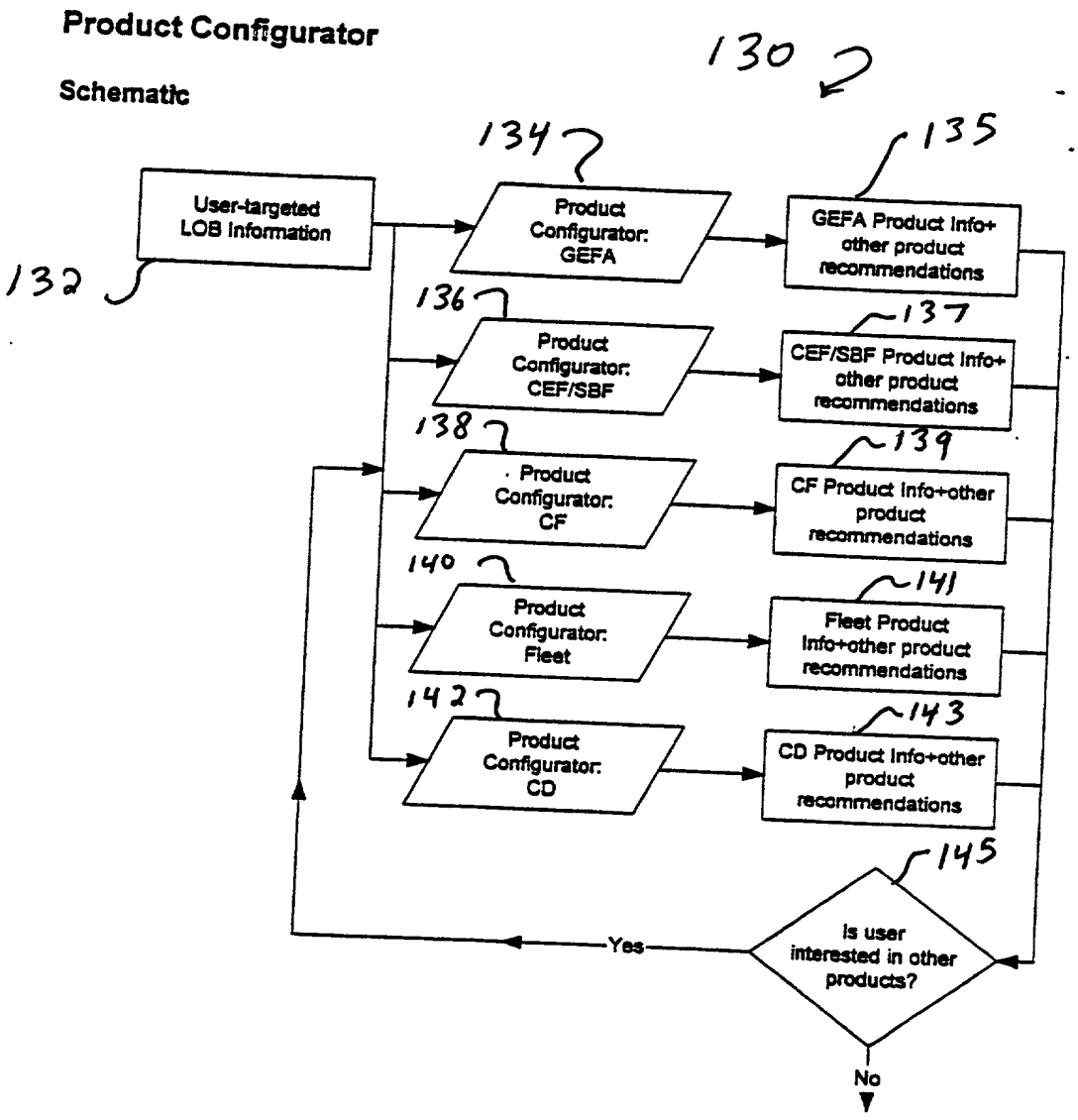
Product Configurator
Schematic
130
User-targeted LOB Information
132
Product Configurator: GEFA
134
GEFA Product Info+ other product recommendations
135
Product Configurator: CEF/SBF
136
CEF/SBF Product Info+ other product recommendations
137
Product Configurator: CF
138
CF Product Info+other product recommendations
139
Product Configurator: Fleet
140
Fleet Product Info+other product recommendations
141
Product Configurator: CD
142
CD Product Info+other product recommendations
143
Is user interested in other products?
145
Yes
No

FIG. 8

Online Application

Schematic

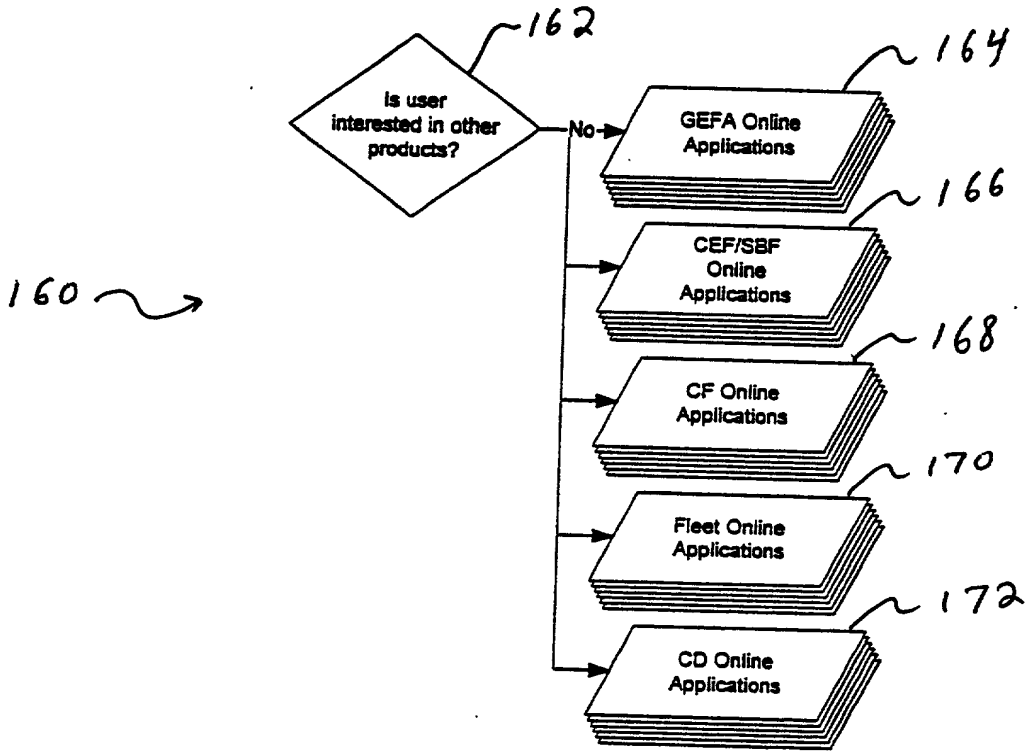

FIG. 9

Brochureware

Schematic

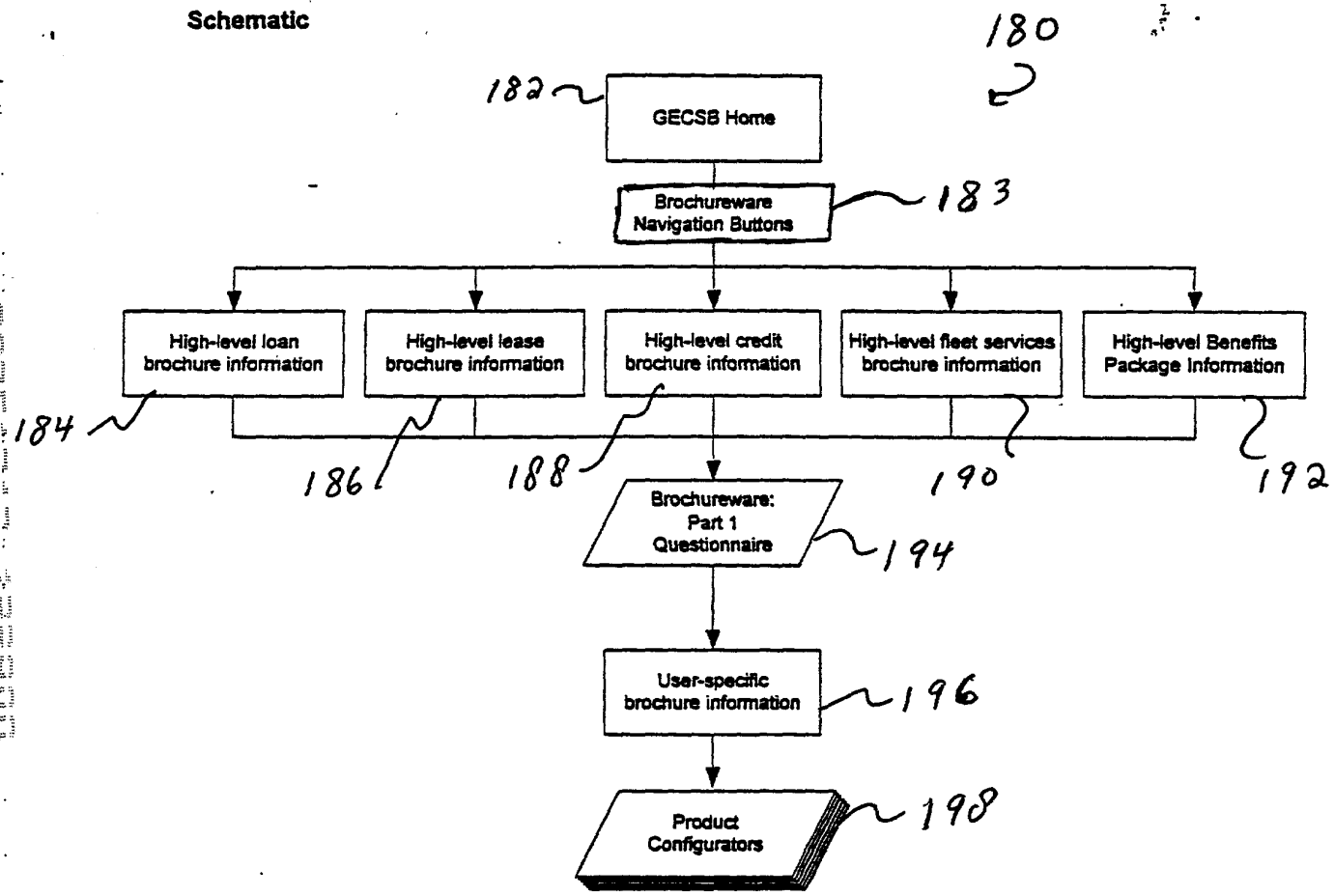

FIG. 10

Other Site Areas

Schematic

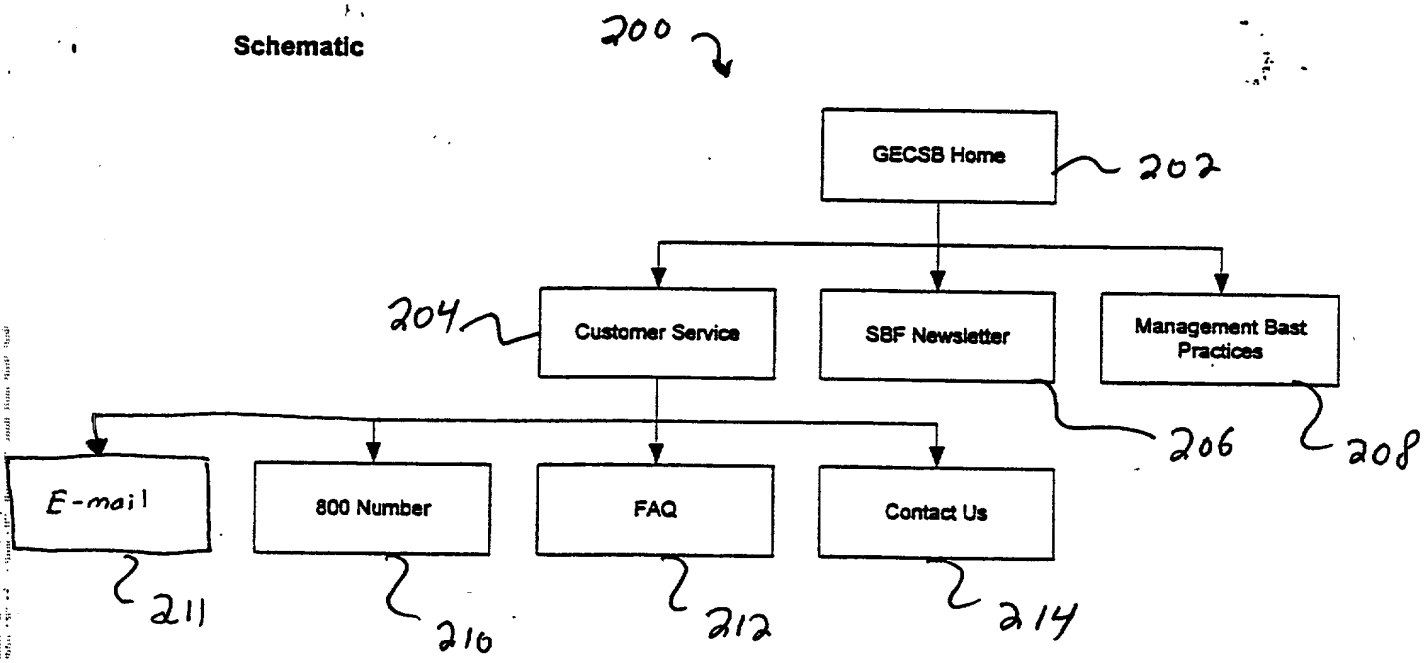

FIG. 11

210

Feature Set	Definition/Usage	Technology used to fulfill request
Brochureware	Business specific information with some high level product description	HTML files may be stored in the file system
Interactive Marketing	Industry/business /product information which will be "pushed" to a user based on input/profile	A Java servlet may gather information from any form and hand it off to an appropriate business rule class. The result can be links to the content or the actual content.
Pre-Qualifying Templates	General question to determine if the user qualifies for a business offering. Used to gather user information	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result is specific content based on input, Sales Process Drill Down.

212

214

216

FIG. 12

230

Feature Set	Definition/Usage	Technology used to fulfill request
Sales Process Drill Down	More specific questions regarding the user's need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be specific content based on input, Product Configurator
Online Product Application	An application allowing a user to apply for a product offering	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be notification of application receipt.
Management Best Practices	Documentation regarding best practices in small business	HTML files can be stored in the file system

232

234

236

FIG. 13

240

Feature Set	Definition/Usage	Technology used to fulfill request
Product Configurator	Application to allow user to select criteria to determine an appropriate product for their need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be a list and description of product which match their need.
User Services	Allows users to access FAQ's and email regarding general questions	Java email classes can handle the email functionality. FAQ's can reside on the file system
Industry Specific Information	Specific content regarding industry	This information may be stored on a database or on the file system. This content can be sent to the user's browser.

242

244

246

FIG. 14

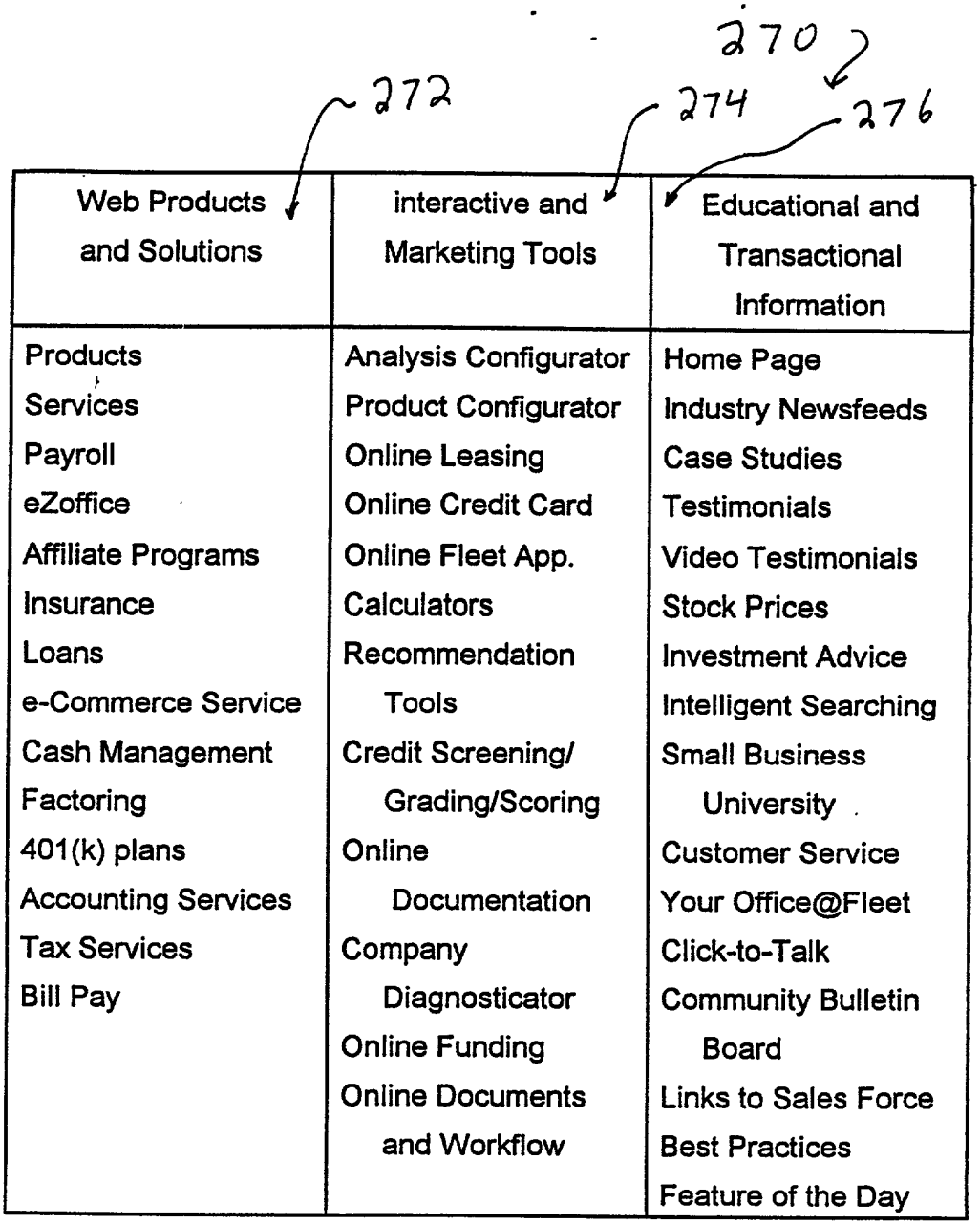
270
272
274
276
Web Products and Solutions
interactive and Marketing Tools
Educational and Transactional Information
Products
Services
Payroll
eZoffice
Affiliate Programs
Insurance
Loans
e-Commerce Service
Cash Management
Factoring
401(k) plans
Accounting Services
Tax Services
Bill Pay
Analysis Configurator
Product Configurator
Online Leasing
Online Credit Card
Online Fleet App.
Calculators
Recommendation Tools
Credit Screening/ Grading/Scoring
Online Documentation
Company Diagnosticator
Online Funding
Online Documents and Workflow
Home Page
Industry Newsfeeds
Case Studies
Testimonials
Video Testimonials
Stock Prices
Investment Advice
Intelligent Searching
Small Business University
Customer Service
Your Office@Fleet
Click-to-Talk
Community Bulletin Board
Links to Sales Force
Best Practices
Feature of the Day

FIG. 15

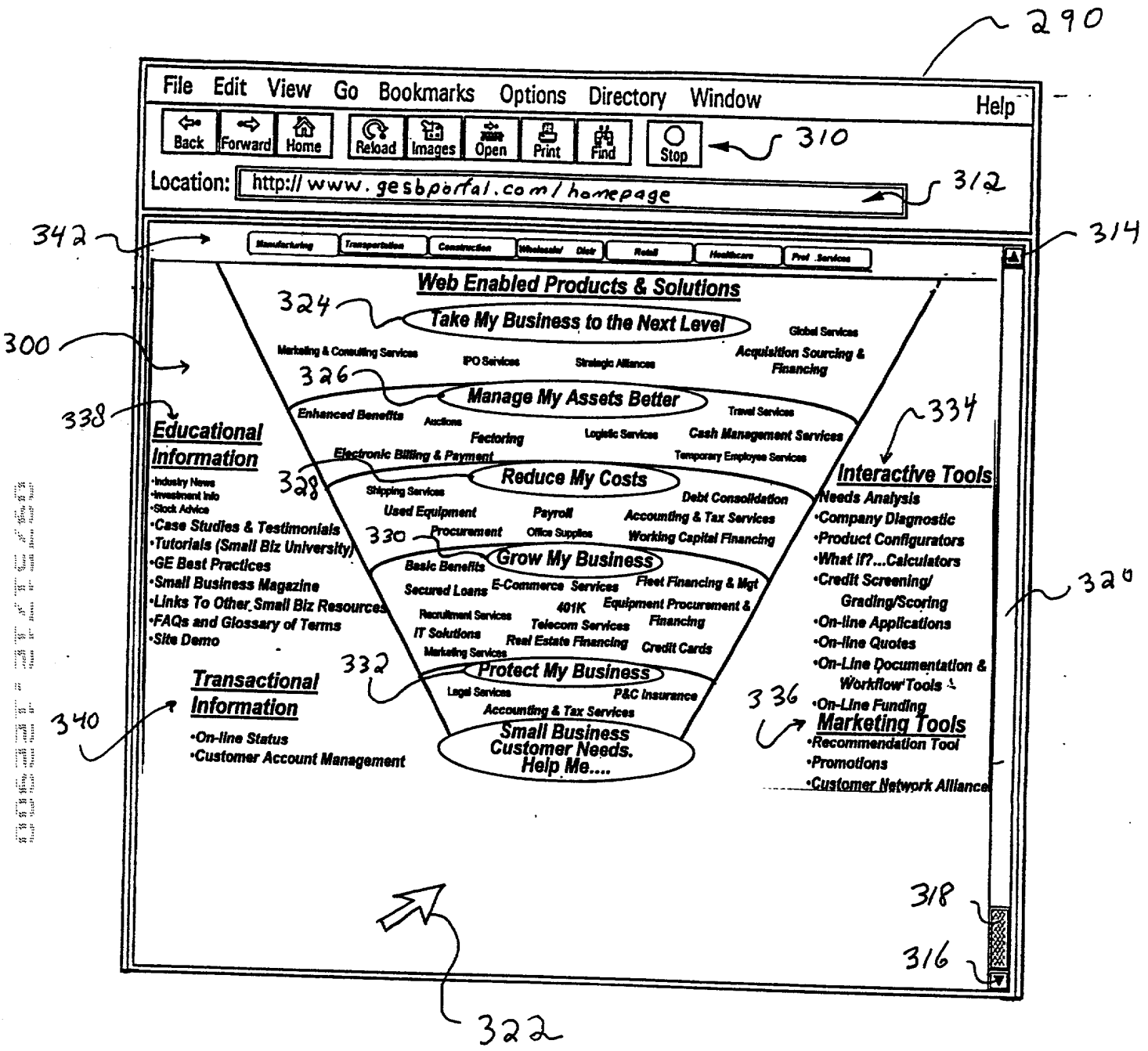
290
File Edit View Go Bookmarks Options Directory Window Help
Back Forward Home Reload Images Open Print Find Stop
310
Location: http://www.gesbportal.com/homepage
312
342
314
300
Web Enabled Products & Solutions
324
Take My Business to the Next Level
Global Services
Marketing & Consulting Services
IPO Services
Strategic Alliances
Acquisition Sourcing & Financing
326
Manage My Assets Better
Enhanced Benefits
Auctions
Travel Services
Factoring
Logistic Services
Cash Management Services
Electronic Billing & Payment
Temporary Employee Services
338
Educational Information
•Industry News
•Investment Info
•Stock Advice
•Case Studies & Testimonials
•Tutorials (Small Biz University)
•GE Best Practices
•Small Business Magazine
•Links To Other Small Biz Resources
•FAQs and Glossary of Terms
•Site Demo
328
Reduce My Costs
Shipping Services
Debt Consolidation
Used Equipment
Payroll
Accounting & Tax Services
330
Procurement
Office Supplies
Working Capital Financing
Grow My Business
Basic Benefits
E-Commerce Services
Fleet Financing & Mgt
Secured Loans
401K
Equipment Procurement & Financing
Recruitment Services
Telecom Services
IT Solutions
Real Estate Financing
Credit Cards
Marketing Services
332
Protect My Business
Legal Services
P&C Insurance
Accounting & Tax Services
Small Business Customer Needs. Help Me....
334
Interactive Tools
Needs Analysis
•Company Diagnostic
•Product Configurators
•What if?...Calculators
•Credit Screening/ Grading/Scoring
•On-line Applications
•On-line Quotes
•On-Line Documentation & Workflow Tools
•On-Line Funding
320
336
Marketing Tools
•Recommendation Tool
•Promotions
•Customer Network Alliance
340
Transactional Information
•On-line Status
•Customer Account Management
318
316
322

FIG. 16

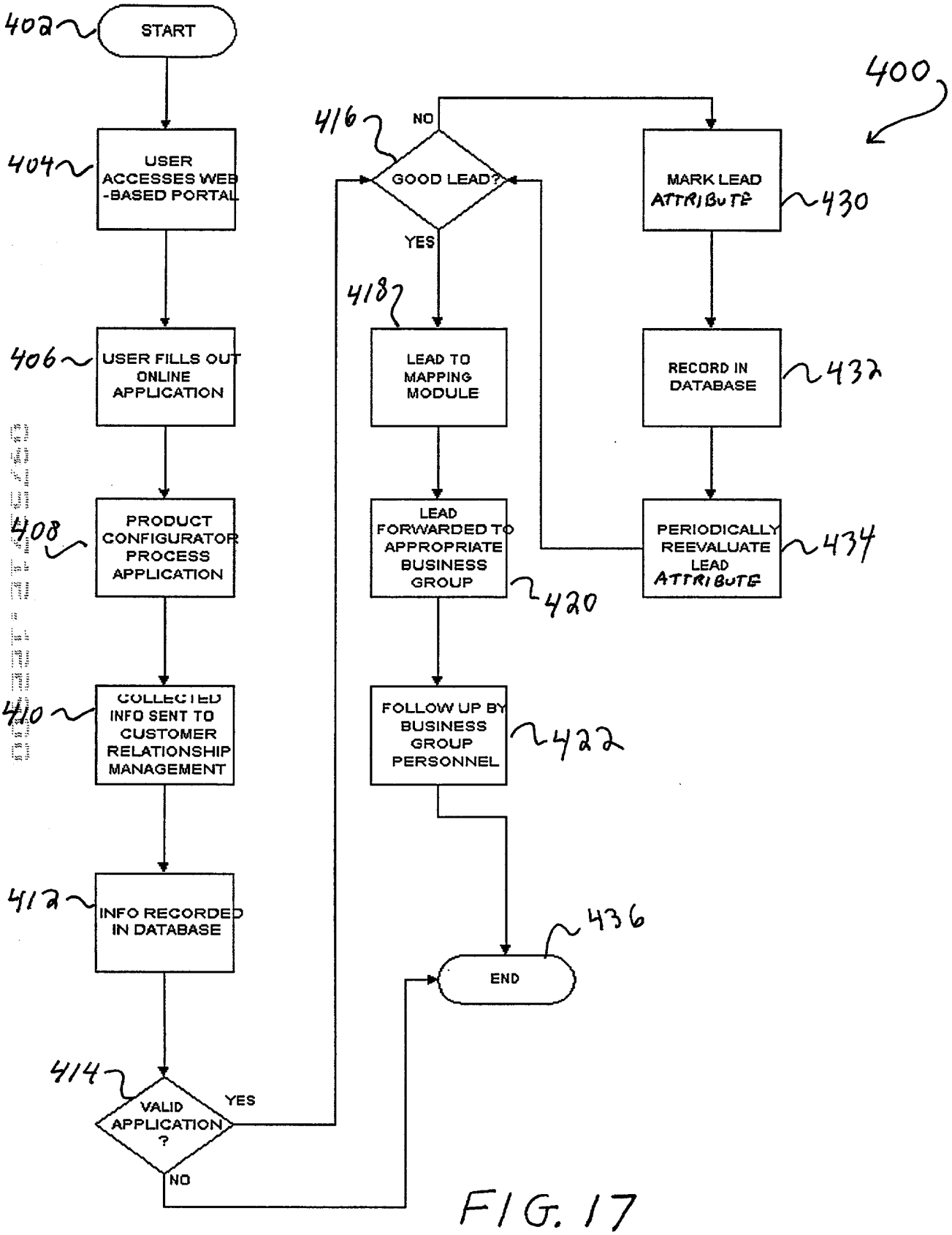
400
402
START
404
USER ACCESSES WEB -BASED PORTAL
406
USER FILLS OUT ONLINE APPLICATION
408
PRODUCT CONFIGURATOR PROCESS APPLICATION
410
COLLECTED INFO SENT TO CUSTOMER RELATIONSHIP MANAGEMENT
412
INFO RECORDED IN DATABASE
414
VALID APPLICATION ?
YES
NO
416
GOOD LEAD?
NO
YES
418
LEAD TO MAPPING MODULE
420
LEAD FORWARDED TO APPROPRIATE BUSINESS GROUP
422
FOLLOW UP BY BUSINESS GROUP PERSONNEL
430
MARK LEAD ATTRIBUTE
432
RECORD IN DATABASE
434
PERIODICALLY REEVALUATE LEAD ATTRIBUTE
436
END

FIG. 17

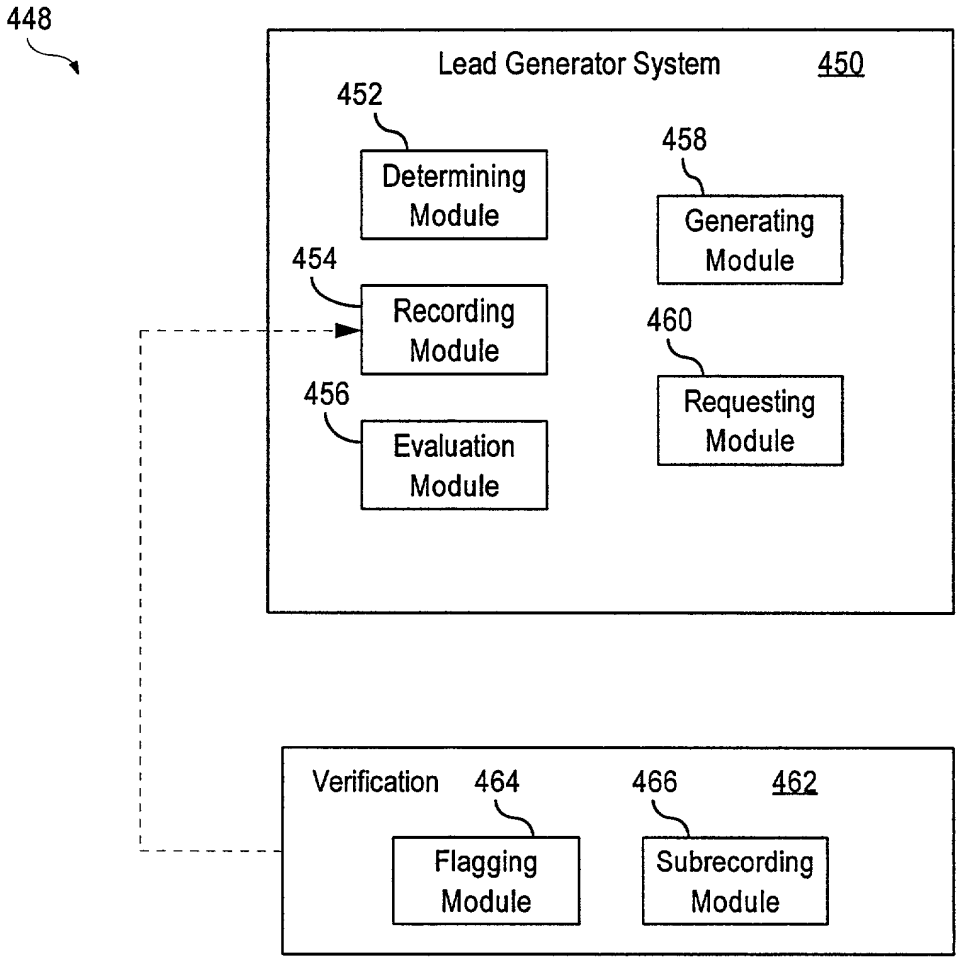
448
Lead Generator System
450
452
Determining Module
458
Generating Module
454
Recording Module
460
Requesting Module
456
Evaluation Module
Verification
464
466
462
Flagging Module
Subrecording Module

FIG. 18